

Fitness Industry Workforce Report 2010 - 2020

Information Sheet April 2012

Background

Fitness Australia, the National Health and Fitness Industry Association commissioned Deloitte Access Economics to conduct a detailed analysis of the exercise professionals' workforce in Australia. The Fitness Industry Workforce Report 2010-2020 provides an important insight into the current profile of the industry as well as identifying potential challenges and opportunities. This analysis will enable better strategic planning for industry and customer requirements now and in the future.

Who will find the report useful?

Exercise professionals and businesses who are directly involved in:

- Promoting and /or delivering fitness services;
- Those in health, community or government sectors, seeking a greater understanding of the fitness workforce; and
- Universities, vocational education and training bodies responsible for skill development in the sporting and fitness arena.

What are the major findings?

Workforce supply and retention is affected by:

- Available working hours;
- Level of professional qualifications;
- Job roles and expectations;
- Remuneration and career path opportunities;
- Supply of graduates; and
- Demand for services relative to the population.

How can the fitness industry utilise the findings?

To meet future industry demand, the fitness industry will need to consider:

- Meeting the needs of an ageing population;
- Customers with more complex health needs;
- Industry skills, professionalism and training delivery;
- Shoring up improved retention of fitness professionals; and
- Building strong links with allied and medical health professions.

How do the findings relate to Fitness Australia's national vision for the industry?

- By informing industry standards development to improve service delivery;
- By identifying the steps that will help improve reputation and community confidence in fitness industry services;
- By informing effective workforce planning and capacity building; and
- By providing accurate and current data that will support high quality advocacy on issues concerning the environment in which our members operate.

Further information:

The full report and the Executive Summary can be found at: www.fitness.org.au/workforcereport.

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